Entrepreneurship Projects

#4 Descriptions of Products and Services

**Objective**: To produce a description of your products and services you plan to offer.

**Background Info:** What is the Description of Products and Services?

* Section of a Business Plan which includes general information about the industry the business will be involved in. (Not just a detailed list of products/services you offer)
* Used to communicate information about the industry your products and service fall into.
* Importance of the Description of Product/Service:
  + Allows owner to become more familiar with industry they will be doing business in.
  + Also educates the reader of your Business Plan to help them make their decision.
* Tips for writing the Description of Product/Service:
  + Information should be specific and detailed but not too technical for the reader.
  + Its important the reader understands the description

***TASK #1: Create a Description of Product/Service:***

Use the following headings to create a Description of Product/Service:

1. Description of the Industry

* What is the industry category you business falls in?
* What is the definition of the industry?
* What is the general purpose of this type of industry?
* What is the general nature of the type of work performed in this industry?

**Instructions**: Answer the above questions using complete sentences. It will be helpful to research your industry and some competitors prior to answering the questions. Combine your answers to the above questions into one well-written paragraph. Use detail in all of your answers.  
  
Type the paragraph in the space provided on the TEMPLATE on the next page.

1. Products/Services Provided

* What type of product(s) and/or service(s) does this type of business provide?

1. Nature of the Work

* How are the product(s) and/or service(s) produced in this type of industry?

**Saving Your Work:**

Save your work as ***Project 4\_ProductDescriprion*** in your “Business Plan” folder

All future projects will be saved to this same folder – “Business Plan”

***TASK #2: Create Your FINAL Description of Product/Service:***

When finished writing your answers/lists/paragraphs above, Copy and Paste the TEMPLATE below into a new Word Document. Copy and paste your paragraphs into the template under the correct headings. Make sure you format your document to look as professional as possible with proper fonts, sizing, bold styles and more. A sample image is offered below for ideas and formatting purposes.

**Saving Your Work Again:**

Save your ***“Final*** ***Project Four”***  in your “Business Plan” folder

All future projects will be saved to this same folder – “Business Plan”

Description of Products and Services TEMPLATE

1. **Description of the Industry**

Be sure to use proper business professional grammar including details in full sentences.

1. **Products/Services Provided**

Be sure to use proper business professional grammar including details in full sentences.

1. **Nature of the Work**

Be sure to use proper business professional grammar including details in full sentences.

